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InnovAge is

committed to helping seniors live life on their terms.

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We're the largest provider of PACE based on people served – and we're committed to helping seniors stay independent for as long as possible.

InnovAge

BlueModus



ABOUT PACE

An alternative care option for seniors

InnovAge's Program of All-inclusive Care for the Elderly (PACE) is an alternative to nursing facilities. Seniors receive customized healthcare and social support at a nearby PACE

HEALTHCARE
SENIOR LIVING

Kentico's clean design, easy-to-use features, and speed have been key factors in the success of InnovAge's web conversion tool on their new site. This tool allows InnovAge to easily filter the 25% of traffic identified as highly qualified, so they can focus their sales and marketing efforts appropriately.

Page views
increased by

51%

Background

The mission of InnovAge is to allow seniors to live life on their terms – by aging in place, in their own homes and communities, for as long as safely possible. Based in Denver, Colorado, InnovAge offers services in Colorado, California, New Mexico, and Virginia. Their approximately 1,100 employees serve more than 3,600 seniors across those four states. As the largest provider of the Program of All-inclusive Care for the Elderly (PACE), based on number of older adults served, their website focus is to clearly define the benefits of PACE and to position InnovAge as the premier PACE provider in the United States.

Goals

InnovAge's website goals included:

- A refreshed modern site design that would provide a more engaging web presence as well as become responsive and mobile friendly
- increasing quality and quantity of their lead generation efforts
- empowering their team to have more control of site content and to do their own content entry
- improving SEO
- moving away from their own IT team having to provide site support

Challenges

- InnovAge's former site was not reflective of their brand. It had a lot of good information, but poorly organized and hard to navigate.
- Functionally, the site was outdated and did not drive leads. InnovAge needed a much better conversion and sales funnel.
- InnovAge, in four different states and are looking to expand, was looking to have a stronger market presence going forward. They needed a system that would consolidate and simplify their marketing efforts as well as personalize content to their different audiences.
- The client's site is image heavy and contains a fair number of JavaScript files, so load time of pages needed to be strongly considered.

Solution

In a project in which development time spanned approximately four months, BlueModus built a new Kentico 10 EMS for InnovAge, which had been previously running on **DotNetNuke**. The broad feature set of the platform was able to solve many of InnovAge's issues, particularly in their marketing and lead-generation efforts. Some of the many Kentico features used in this build were Geolocation, Forms, Blogs, Roles, and Widgets. The site was



integrated with a custom lead management tool, Avature for job listings, and MaxMind for geolocation purposes.

In particular the Geolocation feature was very useful: InnovAge's services are provided in particular geographic regions of the United States, so using geolocation on their new site allows them to detect whether a visitor is in or out of their provider region and personalize site content based on this data. They are also able to display unique content for each of their provider regions.

Kentico's EMS marketing tools were also important to the success of the new site, allowing for creation of a new measurable web conversion tunnel, which they had never had before. This allowed them to identify and pursue qualified web traffic as they never could previously.

BlueModus used Visual Studio Team Services (VSTS) to easily deploy the multi-server load-balanced environment in Azure. Using VSTS's built-in functionality for Continuous Integration and Pipeline creation allows for deployment of code from our repositories in BitBucket to all servers via Azure's web-based administration interface.

Each deployment is seamless to the user: Powershell scripts are used to turn off individual servers while they are being deployed to, while other servers are up and running on the "older" code base, resulting in no down time whatsoever.

Deployment can be done using release packages or artifacts rather than having to deploy every time the code is checked in.

Azure hosting makes it very easy to create a resource group composed of App Services, Database servers, CDN, firewall, load balancer, and any other resources commonly used for a website deployment. BlueModus was able to build out a multi-server environment in under a day with geographical redundancy, automated scheduled backups as well as a CDN. While some code changes in Kentico are needed to fully support a CDN on Azure using container storage, because the process is well documented, implementation time for this was less than hours, even including testing.

To manage quick load times of the image-heavy site, BlueModus configured Azure's CDN with the ability to heavily utilize servers in each of the five regions in which InnovAge does the majority of its business. By using CDN servers that are close to these five locations, each user's browser is guaranteed to receive content from a server close to them.



Results

Site engagement is way up after the launch in October of 2017. Comparing the overall traffic from the month prior to launch to the month after launch, there has been a 51% increase in page views, a 77% increase in pages per session, 65% greater length of session duration, and 30% lower bounce rate. The client reports even better results for in-market site traffic.

Use of Azure has not only resulted in a cost savings for InnovAge, but the utilization of CDN servers configured to be geographically close to their audience has resulted in faster page load times, including image load speed that impressively hover around the 40-80ms range. In March 2017, prior to the Kentico launch, the average page load time was between 4.56 seconds and as high as 10.82 seconds. Upon launching the new website in October 2017, the average page load time was consistently under five seconds, with an average across the months of 3.87 seconds. With continued optimization, the average page load time of 2.84 seconds was measured in July 2018.

The new site also provided InnovAge with a measurable web conversion tunnel, allowing them to bring in highly qualified leads and filtering out unqualified leads. This new process allows them to filter out the 75% of traffic that they determine to be unqualified, allowing them to focus their sales and marketing efforts to pursue the 25% of traffic that is identified as highly qualified.

It is important that this qualifier tool, as the primary call to action for visitors of the website, loads quickly and engages customers in order to keep people continuing through the funnel. The first three months the tool was live, it recorded bounce rates between 34% and 66% and exit rates between 15% and 30%, but with optimization by BlueModus, the bounce and exit rates for the first page of this tool have now settled to under 10% and under 3%, respectively. Kentico's clean design, easy-to-use features, and speed



help to promote website visitors through the tool. Since the October launch, the Qualifier Tool page loads on average 29% faster than the site-wide average page load time.

SEO has seen improvement as InnovAge had planned: measurements one month after launch showed organic search acquisition up 6% and overall traffic up 11%. Starting in the spring of 2018, InnovAge has been working with their key SEO partner BlueKey to implement and enhance Kentico SEO features. As a result, they have been seeing an additional increase in organic search traffic since August 2018.

Key Criteria for Choosing Kentico

InnovAge selected Kentico for a number of reasons:

- They needed a .NET CMS that provided the ability to personalize content and simplify their marketing efforts.
- They also required a platform able to integrate with their lead management system, a job site, and several other systems.
- Kentico was a responsive, easy-to-use platform that allowed InnovAge greater control of content and permissions for regulatory purposes.
- Ability to configure Kentico with Azure helped manage the time and cost of deployment, hosting, and maintenance.

BlueModus

The #1 Kentico Gold Partner in the world, BlueModus® is a full-service technology agency with offices across the US and Canada. We serve marketers of all types. Whether you're with a digital or traditional agency, a global company or a service provider, you can count on us to deliver the technical expertise you need to build digital brands.

EXPERTISE

Come to us for all types of Kentico projects. We've earned the credentials of Kentico Quality Expert (the first in North America), Development and Integration, Intranet, E-commerce, Microsoft Azure, and Online Marketing.

EXPERIENCE

Rely on our certified developers to get any project done—no matter how straightforward or complex. Since 2005, we've built hundreds of websites on Kentico, including projects for twelve Fortune 500 companies and leading agencies like Edelman and Organic.

CUSTOMIZATION

Get a solution that does exactly what you want. Our marketing technologists specialize in customizing, extending and integrating Kentico with other



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services. No challenge is too big.

SERVICES

Take advantage of end-to-end technical services, from strategy and design to development and infrastructure, and even ongoing support. We'll help you plan, implement and manage custom platforms to power any digital presence.

COMMITMENT

Engage an agency that's in it for the long haul. Whether we build a new solution for you or refresh a site you already have, you can depend on us to help you maintain it across every stage.

PASSION

Work with a team that lives for technology—and believes in its potential to do anything. Our senior technologists are big-brained and super-skilled, so you'll love having us at the table.